

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 2, 2018/2019

**MLA1113 – MEDIA AESTHETICS**

(All sections / Groups)

04 MARCH 2019  
9.00 AM - 11.00 AM  
(2 Hours)

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### INSTRUCTIONS TO STUDENTS

1. This question paper consists of SEVEN (7) pages including this page, with TWENTY-THREE (23) Questions only. This paper contributes 40% to your final marks for the subject.
2. The duration of the examination is 2 hours (120 minutes) only.
3. This question paper consists of Two sections:  
**Part One: Multiple Choices** - Answer ALL 20 questions 60 pts  
**Part Two: Essay** - Answer only TWO of THREE questions 40 pts
4. Please read carefully the additional instruction at the top of each section.
5. Please print all your answers clearly in the Answer Booklet provided. Make sure you print your ID number on the Answer Booklet clearly before submitting.

**Part 1: Multiple Choices Questions.****(20 x 3) 60%**

*Answer all 20 questions and print your answer in the Multiple Choices Questions Answer Sheet. Please fill in the area completely.*

1. Aesthetics is about...
  - A. how the arts affect emotion and intellect
  - B. how feelings influence learning and aspects of culture
  - C. guiding our appreciation towards the different types and styles of art, design and media
  - D. All of the above
  
2. The word “philosophy” derives from Greek words meaning \_\_\_\_\_.
  - A. feeling of sophistication
  - B. wise person
  - C. wisdom of love
  - D. love of wisdom
  
3. Metaphysics is the area of philosophy that
  - A. address the problem of what is real
  - B. concerns itself with the good life
  - C. studies knowledge
  - D. studies the rules of correct reasoning
  
4. Logic is the area of philosophy that
  - A. address the problem of what is real
  - B. concerns itself with the good life
  - C. studies knowledge
  - D. studies the rules of correct reasoning
  
5. Epistemology is the area of philosophy that
  - A. address the problem of what is real
  - B. concerns itself with the good life
  - C. studies knowledge
  - D. studies the rules of correct reasoning

**Continued....**

6. For Socrates, and for nearly all ancient philosophers that came after him, the wisdom that philosophy teaches concerns with what it might mean to lead a \_\_\_\_\_.  
A. healthy lifestyle  
B. good human life  
C. challenging progressive life  
D. harmonious political life

7. The Greek thinker Aristotle (384-322B.C.) advocates the idea of \_\_\_ and \_\_\_ life.  
A. balance, harmonious  
B. middle-way, rational  
C. good, happy  
D. exciting, harmonious

8. Which of the following terms are not the main themes of the Romantic?  
A. Nature  
B. Rational mind  
C. The imagination dreams, nightmares, the visionary  
D. Emphasis on 'authenticity' of emotions expressed

9. Aerial or atmospheric perspective \_\_\_\_\_.  
A. uses value, texture, and colour modification to suggest or enhance the effect of space.  
B. refers to the drawing of objects in line to suggest their three-dimensionality and effect of existence in space.  
C. is a drawing system based on geometry and used for creating the illusion of 3-D space and objects on the 2-D surface of the picture plane.  
D. creating lines to show perspective from different angles.

10. Linear perspective \_\_\_\_\_.  
A. uses value, texture, and colour modification to suggest or enhance the effect of space.  
B. refers to the drawing of objects in line to suggest their three-dimensionality and effect of existence in space.  
C. is a drawing system based on geometry and used for creating the illusion of 3-D space and objects on the 2-D surface of the picture plane.  
D. creating lines to show perspective from different angles.

Continued....

Please read the excerpts below to answer question 11 and 12 accordingly:

“One might focus these aspects of the artwork in the concept of the (a), and go on to say: what withers in the age of the technological reproducibility of the work of art is the latter's (a). This process is symptomatic; its significance extends far beyond the realm of art.

It might be stated as a general formula that (b) the technology of reproduction detaches the reproduced object from the sphere of tradition. By replicating the work many times over, it substitutes a mass existence for a unique existence. And in permitting the reproduction to reach the recipient in his or her own situation, it actualizes that which is reproduced.”

Source: Benjamin, W. (2008). The Work of Art in the Age of Its Technological Reproducibility. In M. W. Jennings, B. Doherty, & T. Y. Levin (Trans.), *The Work of Art in the Age of Its Technological Reproducibility, and Other Writings on Media* (pp. 19-55). Belknap Press of Harvard University Press.

11. Which of following is incorrect about Walter Benjamin's concept (a) in paragraph 1?
  - A. (a) is widely distributed by (b).
  - B. The unique existence that bears the mark of history results in (a).
  - C. Object with (a) retains its authenticity with its eternal value.
  - D. (a) is a strange tissue of space of time.
12. Which of following is incorrect if to be considered as one of (b) the technology of reproduction mentioned above?
  - A. Photography
  - B. Film
  - C. Computer File
  - D. Engraving
13. Which of following is an incorrect statement on Walter Benjamin's standpoint about the technological reproducibility?
  - A. Reproduction technology required discussions on mediated perception.
  - B. Film and photography could grasp the masses as their audiences.
  - C. It is fruitful to question whether photography was art.
  - D. Aesthetics was required to be the theory of perception

Continued....

Please read the excerpt below to answer question 14 and 15 accordingly:

“Whereas all previous technology (save speech, itself) had, in effect, extended some part of our bodies, electricity may be said to have outered the central nervous system itself, including the brain. ... Our new electric technology that extends our senses and nerves in a global embrace has large implications for the future of language.”

Source: McLuhan, M., & Lapham, L. H. (1994). *Understanding Media: The Extensions of Man*. The MIT Press. P. 247.

14. Which of the following is incorrect statement about the excerpt above?
  - A. The extension of man is not capable of influencing human consciousness.
  - B. Technologies are extensions of our physical systems to increase power and speed.
  - C. The author argued technology extends human senses and nerves.
  - D. The extension of man is not limited to individual boundary.
  
15. Which of the following is incorrect statement about the excerpt above?
  - A. He foresaw a movement toward a global and single consciousness
  - B. McLuhan was a technophile who advocated the extension of man.
  - C. He argued that the extension of man is progressive both in collective and electronic way
  - D. McLuhan understood previous technology had, in effect, extended some part of our bodies
  
16. Lev Manovich explains “Popular definition of new media identifies it with the use of a computer for \_\_\_\_\_ and \_\_\_\_\_, rather than with \_\_\_\_\_.
  - A. expression, production, exhibition
  - B. distribution, exhibition, production
  - C. visualization, distribution, calculation
  - D. presentation, distribution, computation
  
17. The 5 principles of New Media are not \_\_\_\_\_ law but general tendencies of a \_\_\_\_\_ undergoing \_\_\_\_\_.
  - A. computer, group, changes
  - B. absolute, culture, computerization
  - C. fixed, humanity, digitization
  - D. standard, artefact, computerization

Continued....

## Hot and cold media by Marshall McLuhan

**Hot Medium**

photograph  
radio  
phonetic alphabet  
print  
lecture  
film  
books

**Cool Medium**

cartoon  
telephone  
ideographic/pictographic writing  
speech (orality)  
seminar, discussion  
television  
comics

18. Which of the following is incorrect about the categorization above?

- The classification of hot and cool medium is inherent and persistent with each technology.
- The classification aimed to get at the experience or effect of using a particular medium.
- It makes all the difference whether a hot medium is used in a hot or cool culture.
- A medium's "hotness" or "coolness" can be about the function of the nature of the society where it is introduced.

19. Which of the following is incorrect about the categorization above?

- Hot medium extends single sense in high definition.
- Hot medium is low in audience participation.
- Cool Medium engenders holistic patterns.
- Cool Medium tribalizes.

20. John Berger explains that we never look at just one thing; we are always looking at the \_\_\_ between \_\_\_ and \_\_\_.

- relation, things, ourselves
- similarity, subject, object
- culture, human, nature
- moment, us, other

**Continued....**

**Part 2: Short Essays****(2 x 20) 40%**

Attempt only TWO (2) of the following THREE (3) questions.

Answer all sections within the question and print your answer clearly in the Answer Booklet. Always define keywords and provide examples to elaborate your discussion.

**Question One****(20 points)**

Part A. Discuss the importance of 'Aesthetics Value of Expression', and the freedom and creativity for such expression to the self and to society. (15pts)

Part B. Explain how and why it could be an important issue in our contemporary world. You could refer to your culture, society or country as example. (5pts)

**Question Two****(20 points)**

Part A. Based on your understanding, discuss how the development of modern media and computers shaped the modern society that we have today (5pts)

Part B. Describe the 5 principles of new media are defined by Lev Manovich and how these principles are reflected in contemporary media. (15pts)

**Question Three****(20 points)**

*"A person who concentrates before a work of art is absorbed by it; he enters into the work, just as, according to legend, a Chinese painter entered his completed painting while beholding it. By contrast, the distracted masses absorb the work of art into themselves. Their waves lap around it; they encompass it with their tide."*

Source: Benjamin, W. (2008). The Work of Art in the Age of Its Technological Reproducibility. In M. W. Jennings, B. Doherty, & T. Y. Levin (Trans.), *The Work of Art in the Age of Its Technological Reproducibility, and Other Writings on Media* (pp. 19-55). Belknap Press of Harvard University Press.

Discuss the difference in perception between painting and film based on paragraph 4 and the article itself. (10+10 = 20pts)

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